

W A S H I N G T O N R E S E A R C H I N S T I T U T E
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December 4, 1988

To: Members of the Megavision Project Production
and Advisory Committees*

From: Joseph Goldin, Henry S. Dakin

PROGRESS REPORT NO. 2
(Electronic Mail Version)

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PRODUCTION MANAGEMENT
FOR THE DECEMBER 12 CONCERT

Martin Behr of Spacebridge Broadcasting Company (SBC) and Chris
Guthrie, of Satellite Video Consultants (SVC) (acting as sub-
contractor to SBC) have agreed to provide management services to
the Megavision Project in arranging satellite uplink and downlink
facilities for the December 12 event, as described in the
30 accompanying letter copy. An initial payment of \$5,000 due under
this agreement will be made December 5.

Satellite Video Consultants (SVC) of San Francisco can provide a
Ku-band satellite downlink and large (6 by 8 to 18 by 24 feet in
size) video screen to almost any urban location in the United
States within a few days at a cost of \$300 to \$5,000, depending
upon type of screen and location. Rates for other countries are
highly variable. Smaller screens (diagonal size 26 inches to 15
feet) are already available in many locations. SBC and SVC are
40 exploring possibilities for rebroadcasting the program on US and
other satellite networks to allow reception by large numbers of
individuals and organizations.

[MANAGEMENT SERVICES AGREEMENT,
retyped for e-mail transmission]

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SPACEBRIDGE BROADCASTING COMPANY
212 High Street / Palo Alto, CA 94301
(415) 322-1414 / Telex: 6503224351

December 2, 1988

Joseph Goldin
Henry Dakin
Megavision Project
3220 Sacramento Street
San Francisco, CA 94115

Dear Joseph and Henry:

10 The purpose of this letter is to summarize my current understanding of the World Philharmonic Orchestra Concert Spacebridge, and to provide budgets for: (1) coordination of downlink/uplink sites in North America; and (2) television facilities for the San Francisco/Fort Mason site.

I have held extensive telephone conversations with executives at Radio Canada regarding the World Philharmonic Orchestra Concert Spacebridge scheduled for December 12. Based on those conversations, I am confident that the program will be an exceptional one. The main venue is Philharmonic Hall in Montreal, at which the
20 World Philharmonic Orchestra and Chorus will perform live both the Beethoven Leonora Overture and Beethoven's Ninth Symphony.

At the dramatic conclusion of the Ninth Symphony, the Orchestra and Chorus in Montreal will be joined live in the Ode to Joy by the Russian State Academic Choir in Moscow, the Choir of Suisse Romande in Geneva, Switzerland, and the Masterwork's Chorale in San Mateo, California (near San Francisco). The three choruses will be voice-synchronized and will appear on each of three large screens set in the wall behind the orchestra and chorus at Montreal Philharmonic Hall. Beethoven's dream of the Ode to Joy being sung simultaneously around the world will be realized!
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Radio Canada (a part of the Canadian Broadcasting Corporation) has taken full responsibility for production and transmission (via Teleglobe of Canada) of the concert. They have invested over \$200,000 (U.S.) to create this dramatic event. Three live satellite rehearsals are planned prior to the concert on December 12.

40 Radio Canada is pleased to have Megavision take the composite program from Montreal and arrange for large screen downlinks throughout North America. In addition, if any of the downlink sites wish to produce and uplink their responses and tributes for one-half hour following the concert, Radio Canada will re-transmit those tributes to the global audience.

As you requested, Spacebridge Broadcasting Company will coordinate all downlink/uplink sites in North America by telephone and facsimile contacts with the local coordinators. We will work in conjunction with Satellite Video Consultants and Lude Broadcast
50 Engineering. We will communicate with Radio Canada, Teleglobe of Canada and the World Philharmonic Orchestra as necessary in doing the coordination. Our total cost for fees and expenses to undertake this coordination is \$8,000 (US), an invoice for which is enclosed. This fee covers coordination work and time on a US Kuband satellite for the North American downlink sites. (The current program feed from Canada is exclusively on a C-band satellite, which is difficult to receive in certain parts of the

United States.)

In addition, as you requested, we have enclosed a budget for television services at a San Francisco downlink at Fort Mason. The budget includes two possibilities: (1) Downlink Only; and (2) Downlink with One Camera Microwave Feed to the San Mateo uplink. It will be necessary for you to obtain sponsors to organize the Fort Mason event in terms of publicity, decoration of the hall, seating, refreshments, parking, and other logistics. Our services 10 will be restricted to those television services indicated in the attached budget. Any other expenses would have to be borne by the sponsor organizations or by Megavision. We will need your approval and funding to proceed with either of the two options for the Fort Mason site by Monday, December 5 at 5 pm.

Joseph and Henry, we are pleased to be a part of this important program. We wish you well in your fundraising activities. Please call on us if we can assist you in any way in speaking with potential contributors.

20 Sincerely yours,

Martin H. Behr
President

[End of letter.]

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DLINK AND UPLINK SITES,
AS OF DECEMBER 4, 1988

The following cities have confirmed their interest in arranging a Ku-band downlink reception facility. Those marked @ will also provide uplinks.. We expect that there will be many additional sites using their own existing satellite reception and television viewing facilities which can receive transmissions from the satellite carrying the transmission. We expect to know exactly 40 which satellites will be used--in addition to the Canadian Anik 2 --within a few days. Broadcast time will be 19:45 to 22:30, EST, Monday, December 12::

CANADA

Montreal @ (main performance site; contact person Natasha Guiboud or Sylvia Deschenes, (514) 874-0150, telex 055-60223, fax (514) 879-1761)

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UNITED STATES OF AMERICA

Santa Fe, New Mexico @ (Capital Rotunda, contact person: Patty Wilson, (505) 983-3118; Dean Alatzas and Leslie Larson, (505) 982-0416)

Cambridge, Massachusetts (Harvard University; contact person, Rick

Ingrasci and John Mack, M.D., (617) 965-0798)

New York, New York (Arrangements pending; contact person: Ira Shapiro, American Showcase, (212) 245-0981, fax 265-2247, telex 880356)

Irvine, Orange County, California (Irvine Unified School District and Orange County Department of Education; contact person: Barbara Barnes, Irvine Unified School District, (714) 552-9335)

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Washington, District of Columbia (Georgetown University; contact person: Anna Lawton, (202) 462-2179)

Seattle, Washington (arrangements pending; contact person, Rosanne Royer, 206-524-5643)

San Francisco California @ (Fort Mason, a former military base; contact persons, Mark Kasky and Alan V. Davis, (415) 441-5706, 563-4493)

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San Mateo, California @ (Masterworks Chorale, College of San Mateo, contact person, Galen Marshall, Music Director, (415) 574-6210, 594-9097

WESTERN EUROPE (arrangements pending)

London, England (Arrangements pending; contact person, Jeremy Slocum, 011-441-352-0121)

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Paris, France (information from WPO?)

Geneva, Switzerland (information from WPO?)

Bonn, Germany (Arrangements pending; contact person, Alfred Horn, 228-65-32-86; fax 228-16-90-90)

Frankfurt, Germany (Arrangements pending; contact person, Micky Remann, 49-69-70-52-23; fax 49-69-707-18-06; SFMT:mremann)

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EASTERN EUROPE (arrangements pending)

Moscow, USSR @ (Gosteleradio studios, contact person, V. Lazutkin, fax:07-095-288-9508 electronic mail address: sfmt:sfmtmoscow

50 We are continuing to update and expand this list, and will provide corrected and expanded versions as they become available..

PUBLICITY AND PROMOTION

Availability of the December 12 program transmission, giving the satellite tuning-in information or a telephone number for information, will be announced by Joseph Goldin in a press

conference on December 6 and a national US television appearance on the "Today" show on December 9.

The Multi-Media Company (Montreal, Canada), specialists in promotion hired by WPO, as well as journalists attending the press conference are expected to help to attract other downlink sites.

10 The Megavision Project Production Committee has tentatively planned to meet Wednesday, December 7 at 10:00 am (PST) at 3220 Sacramento Street, San Francisco. Materials released at a press conference in Montreal by Joseph Goldin will be available, as guides to promotion of the December 12 event.

20 Several generic forms for press releases and newspaper advertisements and radio and television public service announcements to be issued by cooperating organizations are being developed. Texts of such documents will be available from Megavision's electronic mailbox and management conference (account names "megavision" and "megavision.mgmt"; see below. Special attention will be given to be sure that sources of major financial or technical support will be given credit according to their contributions and their preferences.

COMPUTER COMMUNICATIONS

30 All Production and Advisory Committee members who wish to be active are requested to get access to and use a computer connection to Telenet or similar telephone network to communicate with our electronic address on San Francisco/Moscow Teleport and the IGC's "PeaceNet" service. This requires only a computer and 1200-baud modem, and access to a telephone line, then an account and password which we will provide. You and we will then be able to send word-processed text files in both directions.

40 Although we can send message texts directly from the computer to a fax or telex number, only computer text transfers allow interactive communication and editing of technical or business documents relating to the concert production and to possible future events.

SALES OF SOUVENIR ITEMS

Tom Green and Terry Pearce of Partners have agreed to invest \$5,000 in production of T-shirts, buttons, and possibly other items to promote Megavision events.

50 SS-12 and SS-20 MISSILE TRUCKS

Progress Report No. 1 referred to surplus obsolete SS-12 and SS-20 missile trucks made available to the Megavision Project by the Ministry of Foreign Affairs of the USSR. These will not be sent to the USA or Canada for the December 12 event. The Fort Mason Center (a former military base in San Francisco, now a center for many non-profit educational organizations and activities) has

requested one SS-12 truck to be sent for public display at Fort Mason, to be delivered in March or April 1989.

10 * Megavision Project Production Committee (partial list) in arbitrary order: Joseph Goldin; Martin Behr, Spacebridge Broadcasting Company; Chris Guthrie, Satellite Video Consultants; Geoff Sears, Institute for Global Communications (also acting as temporary representative of the International Foundation for Survival and Development of Humanity; Joel Schatz and Chet Watson, San Francisco/Moscow Teleport, Henry S. Dakin, Washington Research Institute; Bob Steffen, Consultant; Alan V. Davis, Fort Mason Foundation;

20 * Megavision Project Advisory Committee (partial list): Rolf Bjoernerstedt, Jerome Wiesner, William Miller, and John M. Whiteley, International Foundation for Survival and Development of Humanity; Joan Bissell, University of California, Irvine; Ira Shapiro, American Showcase; Micky Remann, Frankfurt, Germany; contact persons for downlink sites named above.

(Persons wishing to be transferred from one committee to the other or added to either committee should advise Joseph Goldin.
